



**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of:

John B. FERBER et al.

Application No.: 09/610,197

Filed: July 1, 2000

For: OPTIMAL INTERNET AD  
PLACEMENT

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)  
) Group Art Unit: 2155  
)  
) Examiner: Christian A. LAFORGIA

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Technology Center 2100

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

**AMENDMENT**

In reply to the Office Action dated June 23, 2003, the period for reply having been extended for three months by a Petition for Extension of Time and fee payment filed concurrently herewith, please amend the application as follows:

**Amendments to the Claims** are reflected in the listing of claims in this paper.

**Remarks/Arguments** follow the amendment section of this paper.

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